13WM AVERAGE BY COMPETITOR
W/E 8/26/94

	VOLUME	DIFF VS PRIOR 13 WKS	% CHANGE VS PRIOR 13 WKS	SHARE	DIFF VS PRIOR 13 WKS
INDUSTRY	9,613	65	0.7%		
PHILIP MORRIS	4,306	13	0.3%	44.79	-0.17
R.J. REYNOLDS	2,518	-34	-1.3%	26.19	-0.54
B&W	1,121	46	4.3%	11.66	0.40
LORILLARD	729	15	2.1%	7.59	0.11
AMERICAN	712	31	4.6%	7.41	0.28
LIGGETT	226	-6	-2.4%	2.35	-0.07

	DISCOUNT					PREMIUM				
	VOLUME	DIFF VS PRIOR 13 WKS	% CHANGE VS PRIOR 13 WKS	SHARE OF CAT.	DIFF VS PRIOR 13 WKS	VOLUME	DIFF VS PRIOR 13 WKS	% CHANGE VS PRIOR 13 WKS	SHARE OF CAT.	DIFF VS PRIOR 13 WKS
INDUSTRY	3,107	3	0.1%	32.32	-0.18	6,507	61	1.0%	67.68	0.18
PHILIP MORRIS	824	-16	-1.9%	26.53	-0.54	3,481	29	0.8%	53.50	-0.06
R.J. REYNOLDS	991	-47	-4.5%	31.89	-1.54	1,527	12	0.8%	23.47	-0.03
B&W	675	31	4.9%	21.73	0.99	446	15	3.4%	6.85	0.16
LORILLARD	32	1	3.5%	1.03	0.03	697	14	2.0%	10.72	0.11
AMERICAN	412	36	9.7%	13.27	1.16	300	-5	-1.8%	4.61	-0.13
LIGGETT	172	-3	-1.7%	5.53	-0.10	54	-3	-4.7%	0.83	-0.05

	1994 BENCHMARK	13WM ACTUAL	DIFF.	BENCHMARK GUIDELINE
PM-USA:	42.00	44.79	2.79	FAVORABLE
MARLBORO SHARE OF INDUSTRY	24.90	28.21	3.31	FAVORABLE
BASIC SHARE OF DISCOUNT	14.20	14.60	0.40	FAVORABLE

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Source: https://www.industrydocuments.ucsf.edu/docs/nxvk0004